

# MISSOURI DIVISION OF TOURISM

APRIL 2024 MISSOURI TRAVEL BAROMETER  
(DATA AVAILABLE AS OF 5/10/2024)



Hotel Performance

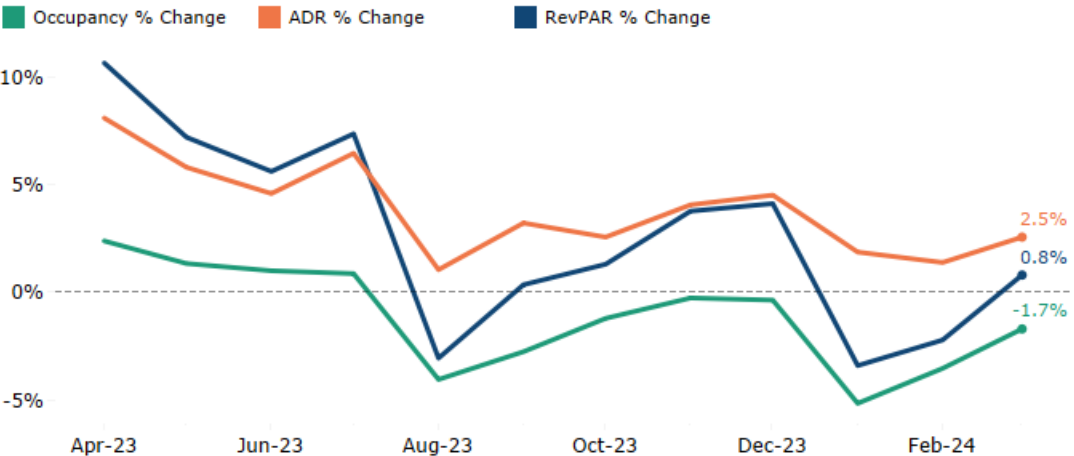
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Mar 2024	57.5%	\$120	\$69	3.3M	1.9M	\$230.9M
Change vs. Previous Year	▼ 1.7%	▲ 2.5%	▲ 0.8%	▼ 0.3%	▼ 2.0%	▲ 0.5%
Year-to-Date	48.5%	\$114	\$55	9.7M	4.7M	\$535.6M
Change vs. Previous Year	▼ 3.3%	▲ 2.1%	▼ 1.3%	▲ 0.1%	▼ 3.2%	▼ 1.2%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Mar 2024	31.5%	\$198	\$62
Change vs. Previous Year	▲ 6.7%	▲ 9.5%	▲ 16.9%
Year-to-Date	22.4%	\$179	\$40
Change vs. Previous Year	▲ 3.8%	▲ 5.9%	▲ 10.0%

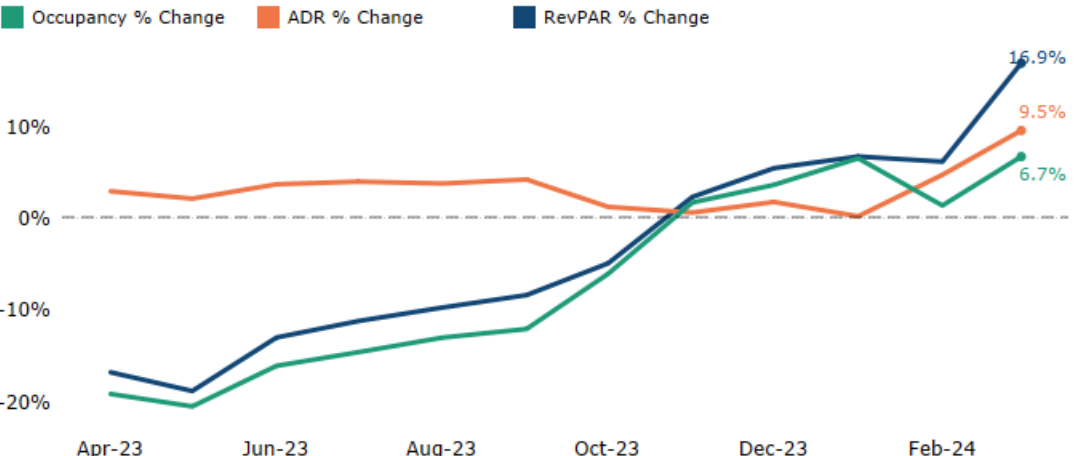
STR Monthly Lodging Trends

% Change from Previous Year



KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



Source: STR

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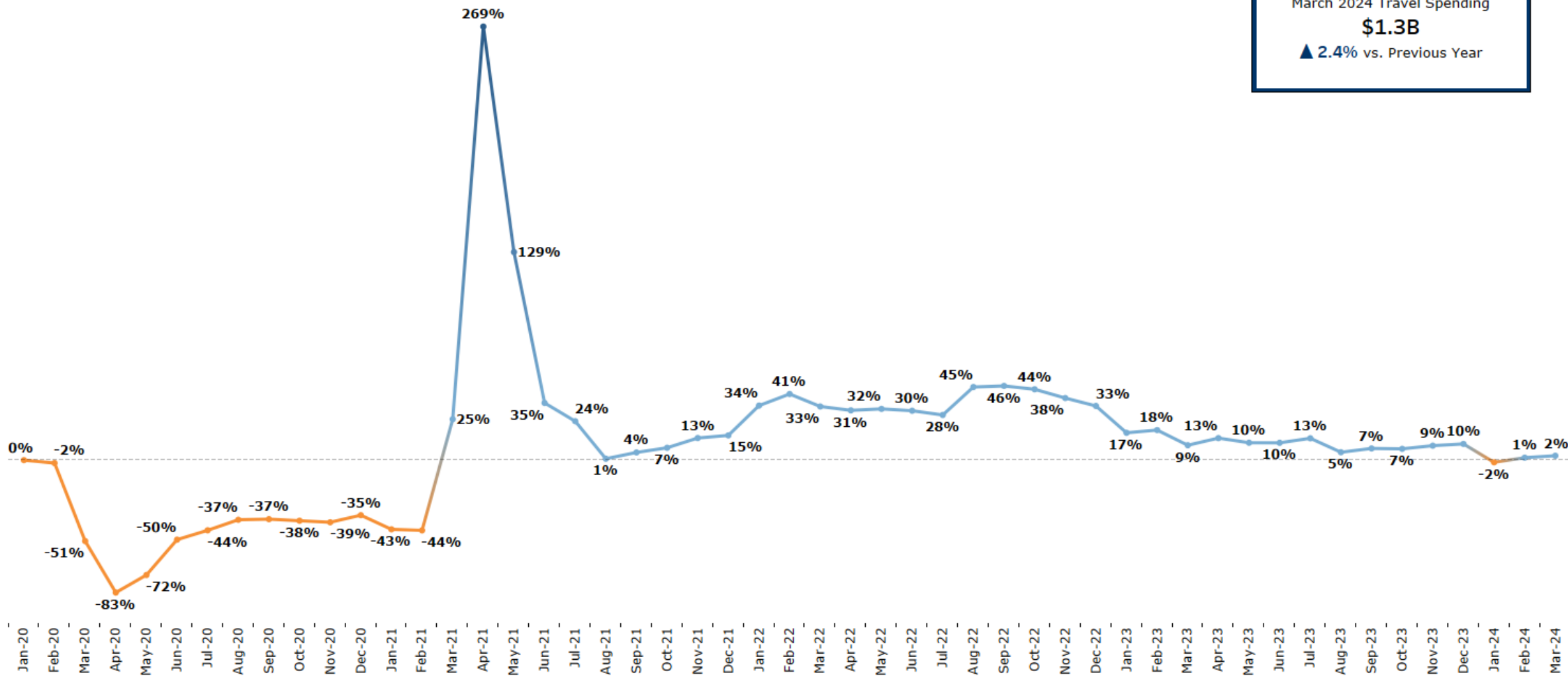
Source: KeyData

KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



Travel Spending in Missouri  
% Change from the same month in Previous Year

March 2024 Travel Spending  
**\$1.3B**  
▲ 2.4% vs. Previous Year

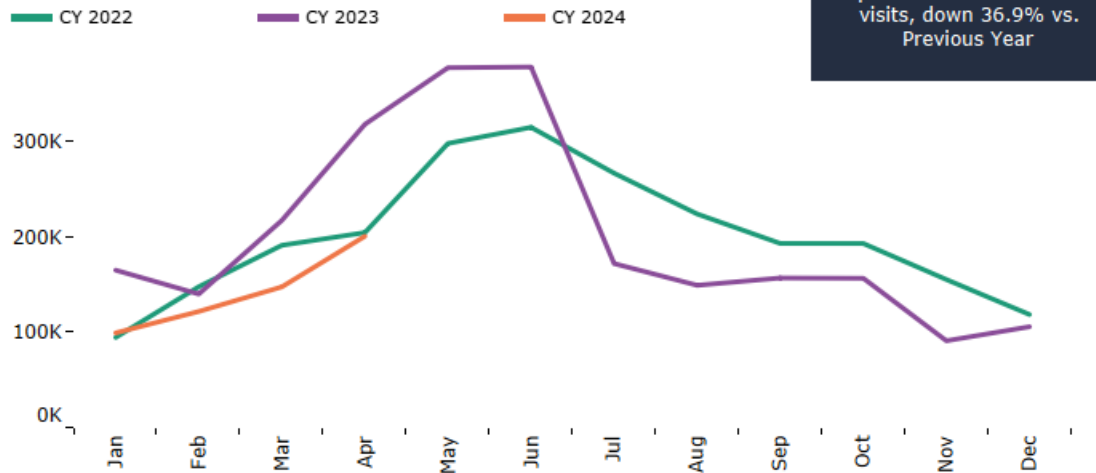




Calendar Year-to-Date



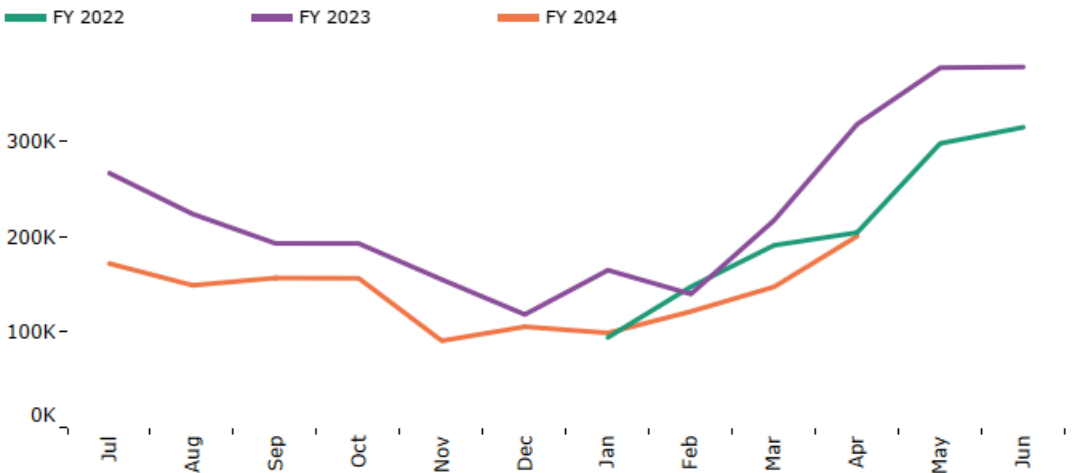
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date



Fiscal Year Visits to VisitMO.com by Month





Travel Guide Fulfillment

Apr 2024  
**12.8K**  
▲ 63.7% vs. STLY

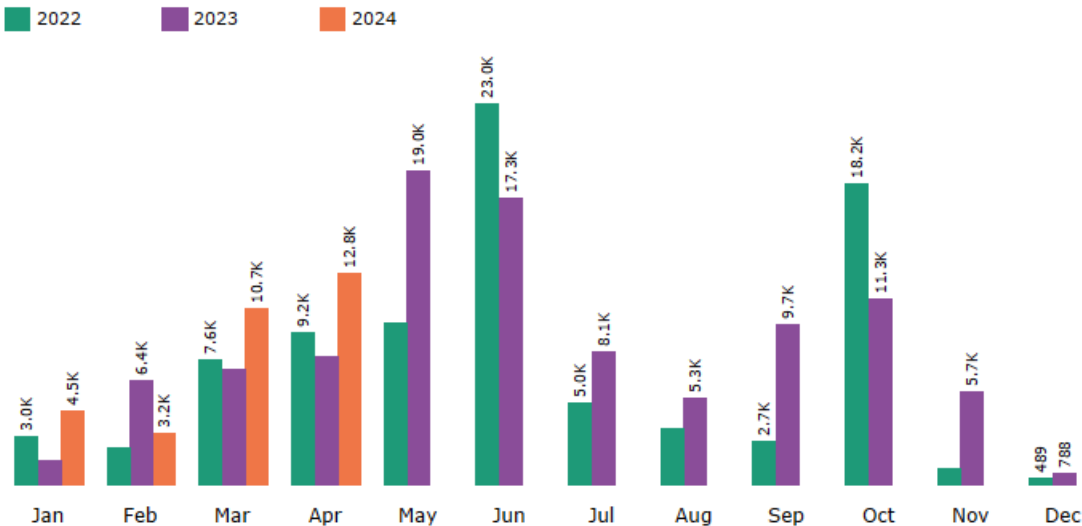
Jan-Apr 2024  
**31.2K**  
▲ 36.4% vs. STLY

Welcome Center Visits

Apr 2024  
**38.1K**  
▲ 17.2% vs. STLY

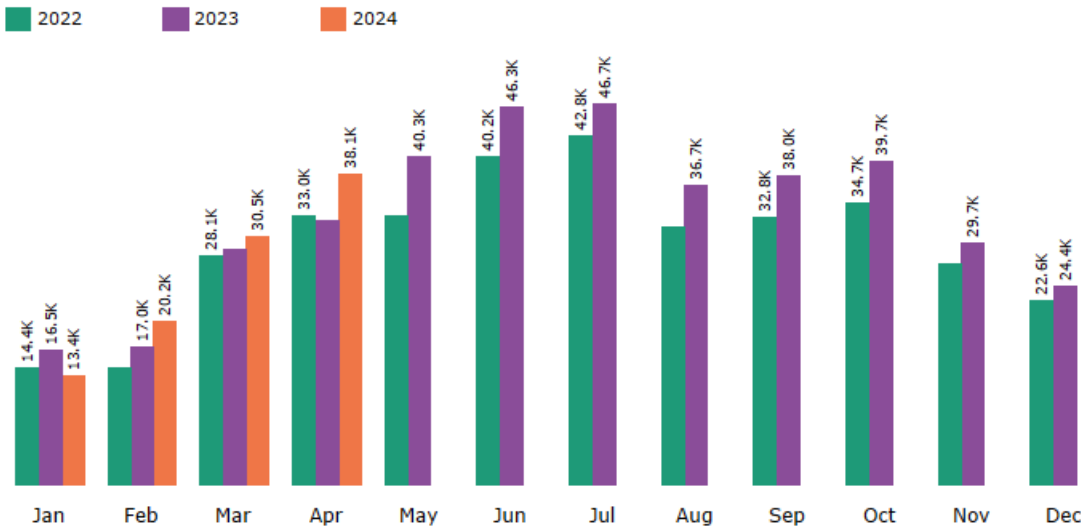
Jan-Apr 2024  
**102.2K**  
▲ 7.6% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

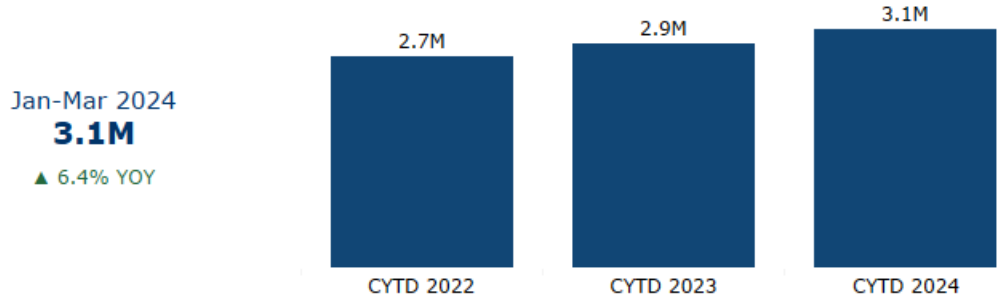


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

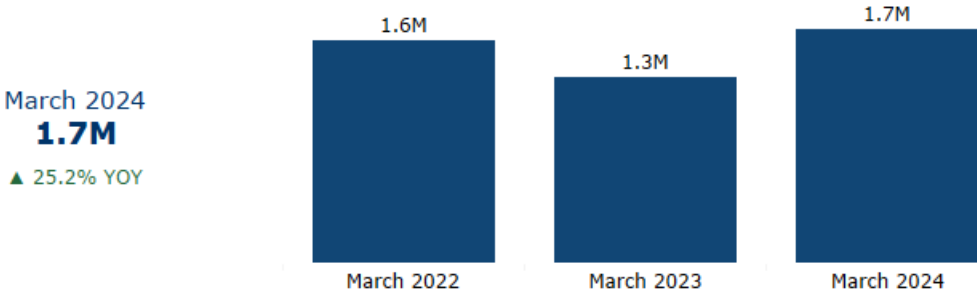
Welcome Center Visits by Month



### Calendar Year-to-Date Visitation

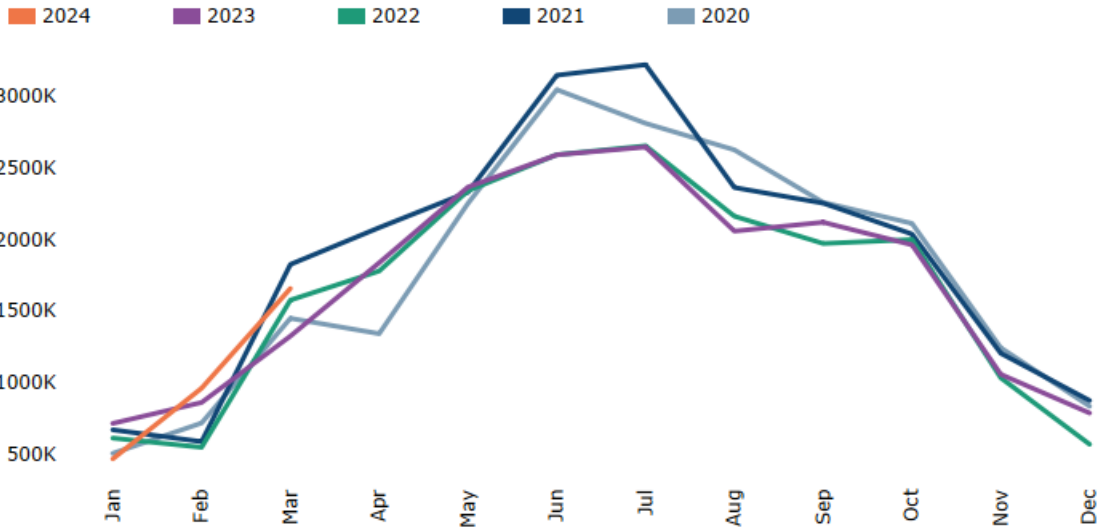


### Monthly Visitation



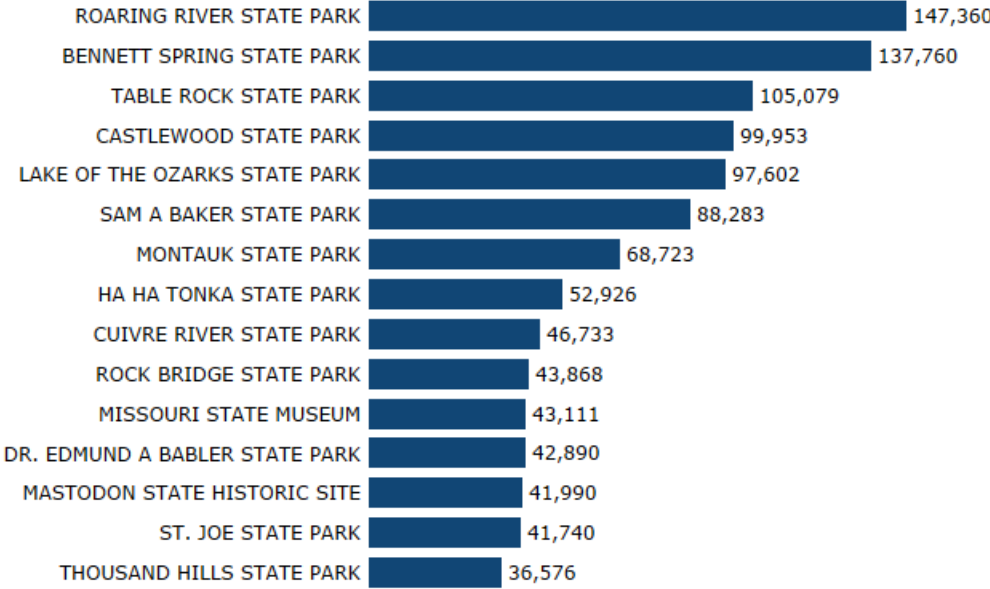
### State Parks Visitors by Month

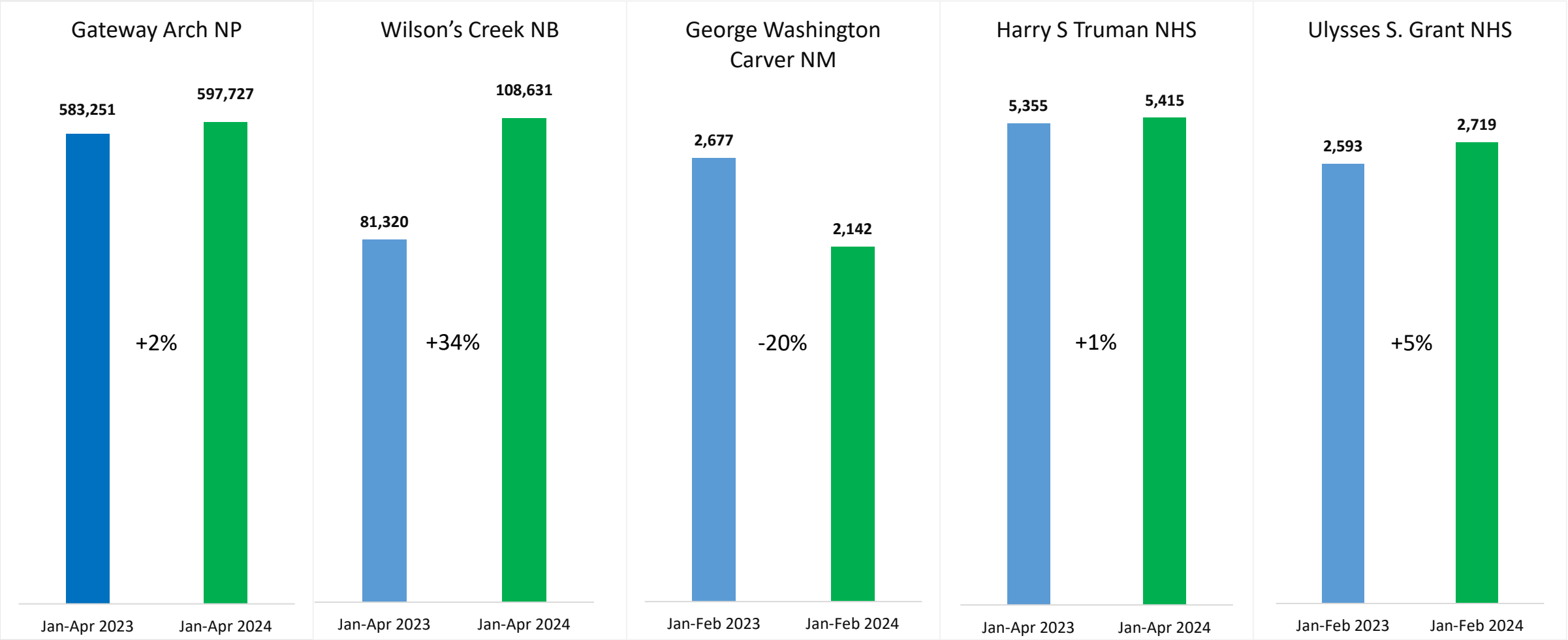
All Missouri State Parks



Note: Monthly state park data collection started in September 2019

### Most Visited Missouri State Parks in March 2024





# Airport Throughput by State

March 2024

Month  
March 2024

Primary State  
Missouri

Comparison State 1  
Minnesota

Comparison State 2  
Illinois

Compare to  
Previous Year

Report Type  
Month



MOM  
▲ 14.1%

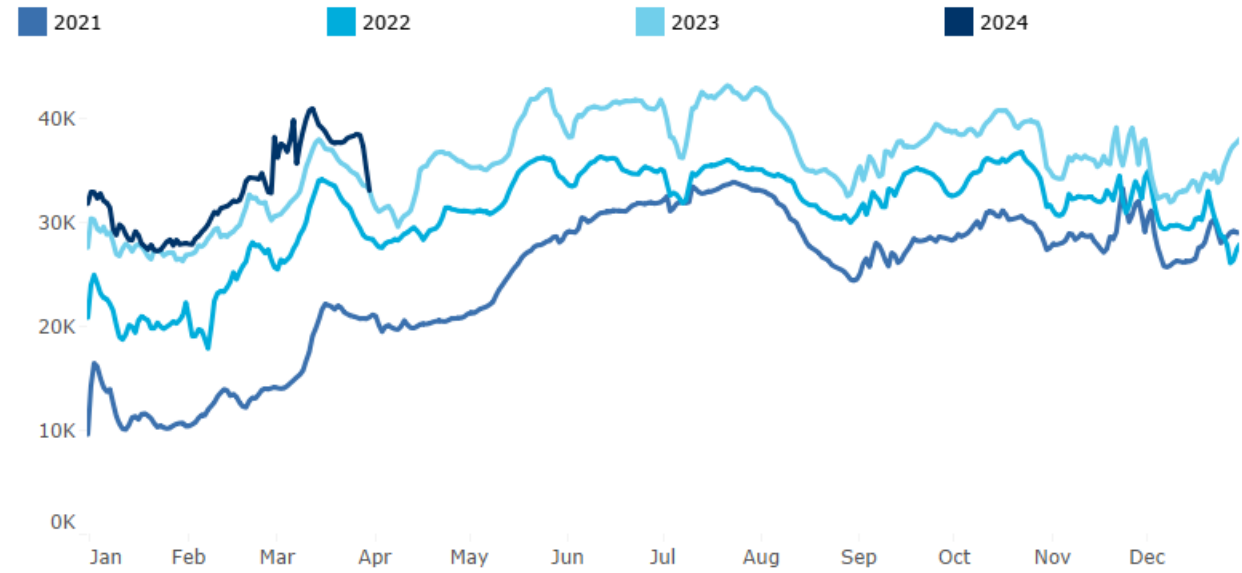
March 2024 YOY  
▲ 5.4%

March 2024 vs. 2019  
▲ 2.9%

Month YOY vs. Previous Year  
▲ 5.4%

## Throughput: Missouri

7 day moving average trend



Source: TSA

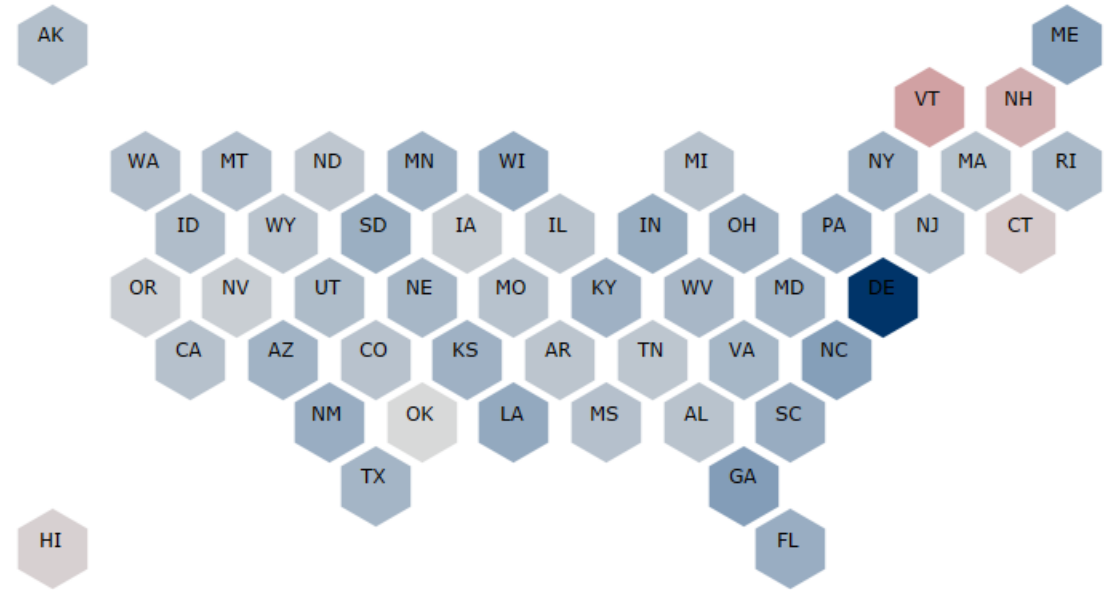
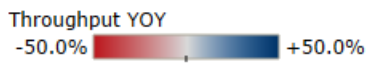
## Competitive Set Throughput

Last 6 months, vs the same months in 2023

	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
Missouri	+10%	+12%	+16%	+5%	+12%	+5%
Minnesota	+15%	+11%	+10%	+7%	+17%	+10%
Illinois	+8%	+7%	+6%	+4%	+8%	+5%
USA	+10%	+10%	+10%	+6%	+11%	+7%

## Throughput by State of Departure

March 2024 Month vs the same time period in 2023 (Click to filter)





# Missouri Throughput by Airport

March 2024

Month  
March 2024

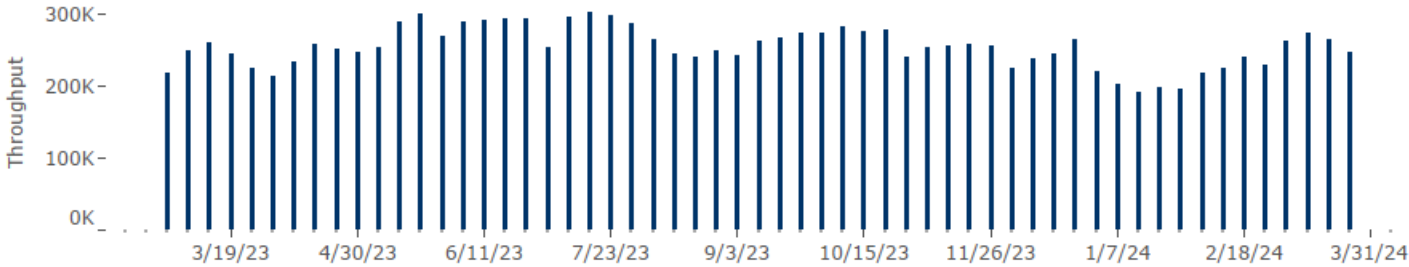
State  
Missouri

Compare to  
Previous Year

Report Type  
Month

## Throughput by Week

State: Missouri; Airport: All



## Missouri Airports

Throughput for the last 6 months, % change compared to 2023

	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24
All Airports	10%	12%	16%	5%	12%	5%
St. Louis Lambert International	6%	10%	13%	4%	9%	7%
Kansas City International	14%	14%	20%	4%	14%	3%
Springfield-Branson National	23%	24%	20%	15%	22%	12%
Columbia Regional	13%	25%	11%	-4%	-1%	-7%
Joplin Regional	-35%	-27%	2%	0%	11%	5%
Cape Girardeau Regional	141%	38%	12%	11%	24%	8%
Waynesville-St Robert Regional Forney Field	12%	22%	49%	-30%	-16%	5%
Kirksville Regional	-1%	12%	34%	-34%	16%	22%
Branson Airport						

## Map View of Airports

March 2024 Month, % change relative to 2023  
Click on airports to sort Throughput by Week chart

